

make our
5 million
visitors
your next
customers

COMMUNITY ORIENTED ADVERTISING

Go Beyond the Billboard

Want to connect to a consumers in a new, non-traditional way?

Looking to break through to an audience overwhelmed by billboards and TV ads?

King County adopted its Partnership-for-Parks initiative in 2003 to develop public-private entrepreneurial partnerships and enhance recreational amenities and services in the communities we serve. Our mission is to improve the County's Parks, Trails, Pools, Natural Areas, and Recreational Amenities. By combining sound stewardship practices with strategic corporate and community partnerships, King County Parks will ensure the region's environmental and recreational legacy for generations to come.

Advertising and building brand impressions in partnership with King County Parks enables you to make your mark while giving back to the community.

King County Parks works with you to develop **innovative and fun advertising opportunities** while also maintaining the integrity and intent of our parks & open spaces.



Make Your Mark in Parks

Track record of working with advertisers and businesses to extend their brands at regional facilities such as:

- **Marymoor Park (Redmond)**
- **King County Aquatic Center (Federal Way)**
- **Concerts at Marymoor (Redmond)**
- **Movies at Marymoor (Redmond)**
- **Cougar Mountain Regional WildlandPark (Issaquah)**
- **Burke Gilman Trail (North Seattle, Lake Forest Park, Bothell, Kenmore)**
- **Sammamish River Trail (Redmond, Woodinville)**
- **Eastlake Sammamish Trail (Redmond, Sammamish)**



Yurt Camping



Concert Series



Weyerhaeuser King County Aquatics Center



Clise Mansion



Event Area



Cougar Mountain



Velodrome



Movies at Marymoor



Ball fields

Trail kiosks throughout King County



Green lifestyles | Green impressions

Target audiences & demographics:

- Affluent eastside communities like Bellevue, Redmond, Sammamish, Issaquah, and Woodinville
- Outdoor enthusiasts, including hikers, bikers, runners, soccer players and soccer moms, competitive swimmers, and baseball and softball players
- Eastside high-tech workers using Marymoor Park, Cougar Mountain, and the Sammamish River and Eastlake Sammamish Trails



Opportunities Abound *Marymoor Park*

More than a **million** visitors to our dog park each year
Thousands each weekend to our soccer fields, concert venue, and historic district.

Opportunities within Marymoor Park include:

- Ad copy in regional trails kiosks
- Ballfield ads on Marymoor's soccer and baseball/softball fields
- Trail sponsorships
- Naming rights and sponsorship of Marymoor Velodrome, including windscreen facing SR 520 (11M cars annually)
- Charitable donations in the form of trees or benches with signage
- 170 Acre Wi-Fi Hotspot Naming Rights with landing page



Opportunities Abound

King County Aquatic Center



Premier competitive swimming venue:

- Host to 2008 Pac 10 Swimming Championships
- National championship events, and appearances by 2008 Beijing Olympic medalists

Opportunities at the Aquatic Center include:

- Banner ads in the swimming venue
- Name placement on the starting blocks
- Franchise opportunities within the Aquatic Center, including naming rights to the Family Pool



Opportunities Abound *Concerts at Marymoor*

One of the most popular outdoor music venues in the Pacific Northwest:

- Past artists include Willie Nelson, Alison Krauss, and Wilco
- Set among a pristine canopy of tall evergreens
- Brings out families and friends to enjoy music in the park

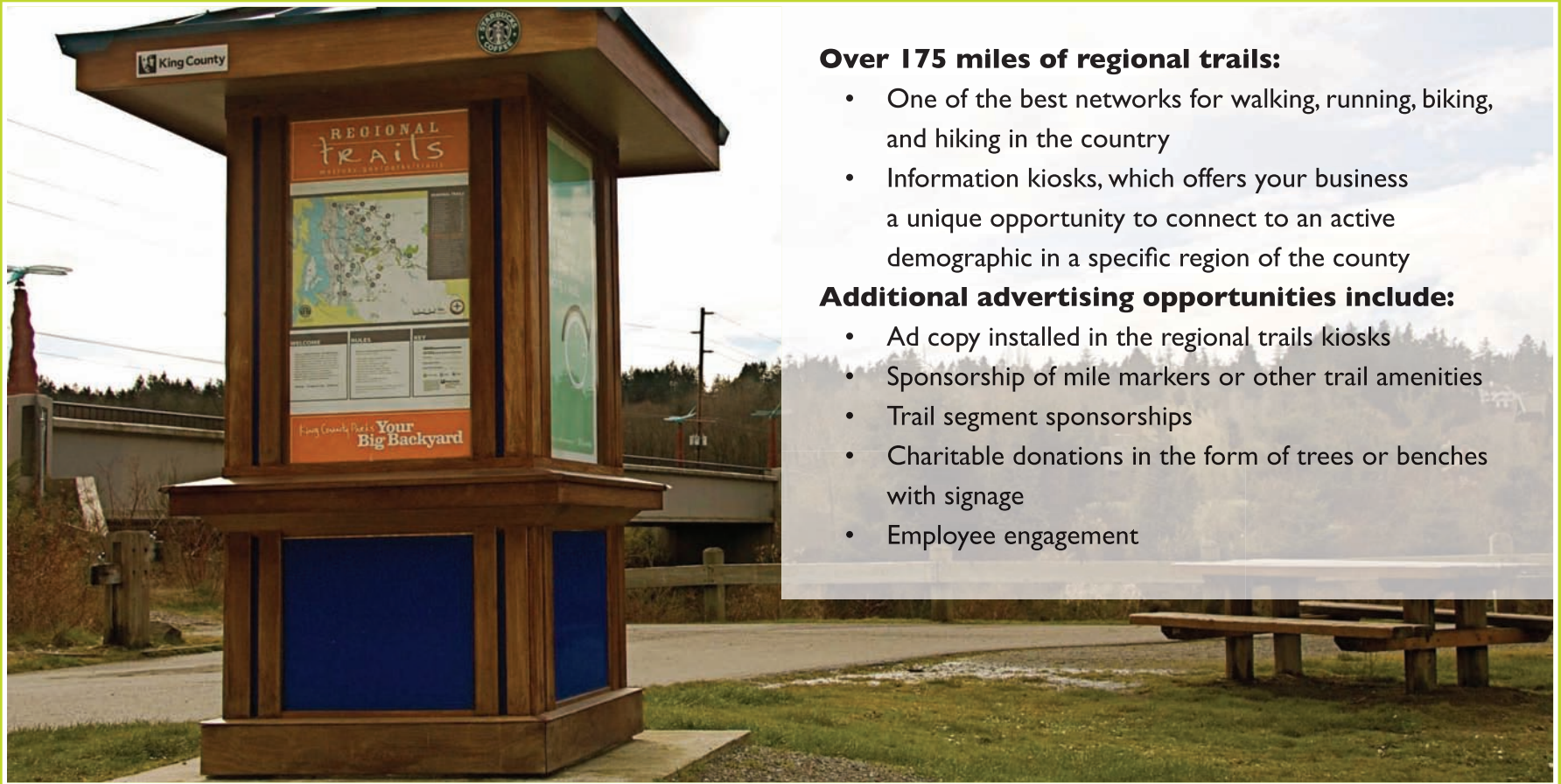
Advertising and sponsorship opportunities include:

- Sponsorship of the Concerts at Marymoor 2009 Series, including venue signage and additional benefits
- Signage around the perimeter of the venue and entranceway.
- Sponsorship of the beer garden



Opportunities Abound

Regional Trails



Over 175 miles of regional trails:

- One of the best networks for walking, running, biking, and hiking in the country
- Information kiosks, which offers your business a unique opportunity to connect to an active demographic in a specific region of the county

Additional advertising opportunities include:

- Ad copy installed in the regional trails kiosks
- Sponsorship of mile markers or other trail amenities
- Trail segment sponsorships
- Charitable donations in the form of trees or benches with signage
- Employee engagement

Opportunities Abound

Naming Rights



Naming rights opportunities:

- Marymoor Park's Velodrome (includes windscreen along SR 520, with over 11 million passersby per year)
- Concerts at Marymoor Series sponsor
- Sections of trails like the Burke Gilman or Sammamish River Trail
- Movies@Marymoor outdoor movie series
- Pool at the King County Aquatics Center
- Recreational

Case Study:

Group Health's Ad Campaign Hits the Ground



GroupHealth

Group Health Cooperative, a leading health care provider in Washington state, wanted to reach an active demographic with “Find More Minutes” campaign.

King County partnered with Group Health to place “healthy lifestyle” content in trail kiosks strategically located throughout our 175 miles of regional trail. The ads helped support Group Health’s broader ad campaign that featured TV, web, and bus advertisements by targeting active audiences while they were out and about.



GREEN
LIFESTYLES
GREEN
IMPRESSIONS

Case Study:

Community Building while Team Building with Starbucks

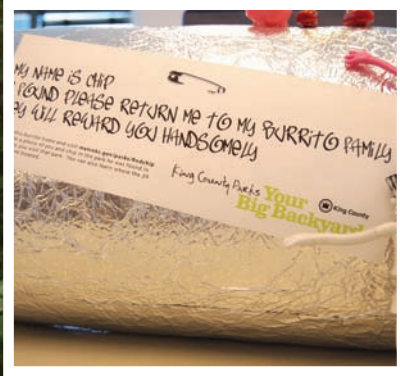


Starbucks wanted a corporate team building event that also emphasized core mission, "like coffee shops, parks can become great community gathering places." Hundreds of Starbucks and community volunteers wielded shovels, rolls of sod and a can-do spirit to help kick off a seven-day White Center Heights Park transformation. The Starbucks Ultimate Park Makeover was an "extreme corporate volunteer event" leaving behind a gem of a park in our most diverse urban community.



Case Study:

Joint Viral Marketing with Chipotle



"Chip became a member of the family!"

Chipotle had a new Redmond restaurant in need of promotion. KC Parks had new Web site & fuzzy public image, "What's a King County park as opposed to a City park?" KC Parks worked with Chipotle to hide 30, 2-foot-long replica "burritos" bearing the logos of King County Parks and Chipotle restaurants in our parks and our along trails. Each park and trail visitor who found "Chip" was rewarded with a year's supply of burritos. The contest started a frenzy of print media while citizens proactively sought out King County Parks for family oriented scavenger hunts.

Lets Get Creative!

**We can help you reach your target audience
while you support what they love:**

King County Parks –Your Big Backyard

For more information, call 206-263-6230